



Black Psychiatrists of America, Inc.

2020 Pennsylvania Ave., NW #725 / Washington, DC 20006-1811 USA

877-BPA-1967 (877-272-1967) (phone & fax) / BPA4Info@aol.com

Newsletter & Website Advertising Rates

All Ads must be submitted for approval in advance of publication or posting.

Readership - Newsletter

BPA Newsletter is a quarterly newsletter distributed electronically to over 2,000 BPA members and non-members. It features current BPA news and information, career opportunities, general information in the psychiatric community, upcoming events, and other topics of interest and importance to our members. The electronic newsletter contains links to the BPA web site and ads may also be linked to the advertiser's website. Our readership includes key decision makers in the following fields:

- Medical technology
- Bioscience/pharmaceutical organizations
- Hospitals & clinics
- Health plans & insurers
- Government, education, and research facilities

BPA Web Site

The BPA Website (www.blackpsych.org) receives approximately 4,000 hits per month

Newsletter & Website Advertising Rates*

(All are per-insertion costs) BPA members receive a special discounted ad rate.

BPA Newsletter <u>Member Rates</u>	Monthly	4 months	6 months	12 months
Newsletter ad	\$150	200	300	400

BPA Web Site Member Rates

Web site – Per Month (members) **\$150**

Members Combo (4 newsletter issues & 12 months web site) **\$900**

4 issues & 6 months **\$650**

2 issues & 4 months **\$450**

**** Non-members – add \$100 to any/all rate above.**

**First Time Advertisers
10% Discount**

Ad Deadlines

Ads for the Newsletter should be received:

- 01 February for 15 Feb issue
- 01 May for 15 May issue
- 01 August for 15 Aug issue
- 01 November for 15 Nov issue

Ads for the Web Site should be received: 15 days prior to insertion

All ads for the newsletter must be received for approval no later than the 15th of the month prior to publishing.

All ads for the web site must be received for approval no later than the 01st of the month prior to posting on the site.

Ad Specifications: Please use attached template

- Full payment must accompany all ad submissions per the deadlines.
- BPA advertising dept. reserves the right to refuse publication in *BPA Newsletter* or on the *BPA website* of any ad that is not appropriate to our readership.
- Advertising space is very limited and ads are accepted on a first-come, first served basis.

FORMAT

The publication is set up in full color:

- All ads must be submitted in jpeg format.
- Ads may be provided in Illustrator, or Photoshop.
- Supporting graphics must be provided if they are not Embedded.

* A \$50 creative charge will be applied for any re-creations, edits, special formatting, etc., required by our graphics staff.

DELIVERY

You may email your ad to Advertising@blackpsych.org

INQUIRIES

Questions? Call Maggie Jene Resor at **313-393-4614** or email: bpa4info@aol.com

Thank you for your interest in advertising in BPA quarterly newsletter. Please fill out and return the form below with your payment.

BPA Newsletter Stats: Last Update: 29 Jul 2009

<i>Country</i>	<i>Pages</i>	<i>Hits</i>
United States	1305	3280
Unknown	239	796
Canada	34	93
India	21	38
Great Britain	17	18
Japan	7	7
Germany	2	2
Israel	1	2
South Korea	1	4
Russian Federation	1	1
Costa Rica	1	7
Sweden	1	1
France		1
TOTALS	1630	4250

Your Web Site to add a link to your ad: _____

Billing Information Check one: **BPA** **Member** **Non-Member**

Name: _____ Title: _____

Organization or Company: _____

Mailing Address _____

City State Zip Country: _____

Phone: _____ Fax: _____

Email Address: _____

Total Amount: _____ \$

Check Enclosed Total Order: \$ _____

Charge my Credit Card: **VISA** **Mastercard** **American Express** **Discover**

Name as it appears on card _____

Card Number _____

Expiration Date: _____

Signature: _____

Today's Date: _____



Please e-mail, mail, or fax this form along with your payment to:

BPA Newsletter
2020 Pennsylvania Ave, NW, # 725
Washington, DC 20006-1811 USA
Attention: Sherry Simpson, MD, Asst Editor

Phone & Fax: 877-BPA-1967 (877-272-1967)

Email: BPA4Info@aol.com

Web: www.blackpsych.org

Web Site & Newsletter Ad Templates

Horizontal

At this time we are only offering 2 ad types. Use either of the templates to put your info in and send copy with the completed form.

Vertical

At this time we are only offer 2 ad types. Use either of the templates to put your info in send copy with the completed form.

Please return this ad copy with your completed form and payment.

BPA REMINDERS:

1. Visit the BPA web site and if you are not a member you can join online at: <http://blackpsych.org/id5.html>.
2. Do not forget to register for the BPA Annual Transcultural Conference (06-13 Nov 2009 in Egypt): <http://www.blackpsych.org/>
3. Have you subscribed for the newsletter? You can do so online: <http://www.blackpsych.org/id2.html>